

W H Y Z

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REMOVABLE LABEL GUIDE

CATALOG NO. 4550L 1/5

BROADCASTING STATION LICENSE RECORD

(SEE CARD TWO FOR NAME)

Date first licensed 12-2-66

Call letters W H Y Z

x JOHN H. FLEET, PERMANENT RECEIVER (INVL. APL 8-31-70)

Station location Greenville, S. C.

x MEDIA, INC. (ML 3-18-70)

x E.S. LOWE MEDIA, INC. (AL 11-29-67 EFF. 12-14-67)

x MAXIMUM POWER RADIO, INC. (AP 3-22-66 :EFF 5-2-66)

x THOMAS C. FLEET, JR., JANE HARRISON FLEET, AND JOHN HUDSON FLEET

Name of licensee d/b as FLEET ENTERPRISES

Transmitter location Intersection of Montague Rd. and Reedy River, near Greenville, S. C.

Main studio location Same as transmitter (BP 3-10-65)

CONSTRUCTION PERMIT AND LICENSE RECORD

Appl. No.	Date Issued	Freq.	Power	Time Div.	Period From- To
BP-15548	3-10-65	1070kc	50kw-DA-D	Day	5-10 11-10-65
CP for a new standard broadcast station (Cond'1					
BP-15548 (1)	5-20-65	Mod. of	CP(BP-15548) to assign Call Letters.		
BMP-11,637 (2)	11-19-65	Mod. of	CP (BP-15,548) for ext. of completion date to 5-10-66.		
BAP-723	3-22-66	Voluntary assignment of CP (BP-15,548, as mod., which auth. a new Standard B/C Station) to MAXIMUM POWER RADIO, INC.			
EFF:	5-2-66				
BL-11,322	12-2-66	1070kc	50kw-DA-D	Day	12-2 12-1-69
Lic to cover CP(BP-15,548 as mod) which auth a new standard broadcast station.					
BAL-6185	11-29-67	Voluntary assignment of license.			
EFF 12-14-67					
BP-18606	8-8-69	1070kc	500w-DA-D	Aux.	4-8-70
BP to install new transmitter at main trans. loc., for aux. purposes only.					
PSA	3-12-70	500w	Protect CBA		
COM. TEL.	3-18-70	Mod. of lic. to change name Not issued. To be issued with renewal.			
BAPL-392	8-31-70	INVOL.	APL.		
BR-4576 (L)	9-30-70	RENEWAL OF LICENSE			12-1-72
BAPL-394	9-30-70	VOL.	APL.	EFF:	10-16-70
BL-12,628	9-30-70	Lic cover (BP-18,606) for aux. trans.			
Ltr.	8-30-71	Trans. installed and operating Gates, VP-50.			
EBSA	6-12-72				
Contel	8-8-74	Chg. Marking: Para. 1 only.			
Letter	7-10-75	Trans. redescribed as GATES BC-1H1			
COMTEL	8-10-77	Authority remain silent extended thru 8-22-77			
BR-4576					
BZ-780807AB(L)	8-10-79	Renewal of License and			Modification 12-1-81

Form BC 126

June 1954

No. 2

BROADCASTING STATION LICENSE RECORD

Date first licensed

Call letters **W H Y Z**

Station location

Name of licensee **WHYZ, INC. (VOL. APL 9-30-70 EFF: 10-16-70)**

Transmitter location

Main studio location

CONSTRUCTION PERMIT AND LICENSE RECORD

Appl. No.	Date Issued	Freq.	Power	Time Div.	Period From-- To
<div style="border: 1px solid black; height: 100px; width: 100%;"></div>					

Aug. 1955

APPLICATION RECORD - BROADCASTING

Call

Letters new W H Y Z

THOMAS C. FLEET, JR., JANE HARRISON FLEET, AND JOHN
 Name HUDSON FLEET, d/b as FLEET ENTERPRISES
 GREENVILLE, SOUTH CAROLINA (82 Rock Creek Dr., Greenville, S.C.)

File No.	Dated	Application for	Action	
			Nature	Date
BP- 15,548	5-14-62	Construction permit for a new standard broad-	On-10-10-62 application	
Rec'd	5-14-62	cast station to be operated on:	returned as unaccepta-	
Filed		Frequency- 1070kc	ble - LETTER	
Resub.	1-10-64	Power- 50kw DA-D	GRANTED	3-10-65
		Hours of operation- Daytime	Cond'l re: Phase Mon.,	
		Trans. loc.- Intersection of Montague Rd. and	Field meas. equip., DA	
		Reddy River, near Greenville, S.C.	& complete non-DA proof.	
		Studio loc.- same as transmitter	Pre-sunrise operation	
		Type trans.- ITAA-50000A- RCA-50D	Permittee shall accept	
		PETITION TO ACCEPT AND PROCESS APPLICATION	any interf. received in	
		FILED 9-25-62	the event of a subsequent	
		Atty.-Lauren Colby	grant of the applic. of	
		Engr.-John H. Mullaney & Ass.	WFLI, Inc.	
		ACCEPT per ORDER of 5-13-64 as of 5-14-62		
AMENDED	8-15-64	AMENDED to change type transmitter (RCA-50D)		
R&F	8-18-64			
AMENDED R&F	10-16-64	AMENDED to make changes in DA system		
	10-23-64			

APPLICATION RECORD - BROADCASTING

Aug. 1955

Call
Letters W H Y Z

MAXIMUM POWER RADIO, INC.

Name ☒ THOMAS C. FLEET, JR., JANE HARRISON FLEET AND JOHN HUDSON FLEET, d/b as
FLEET ENTERPRISES
Greenville, South Carolina

File No.	Dated	Application for	Action	
			Nature	Date
BMP-11,637 R&F	10-25-65 10-27-65	Mod. of C.P. (BP-15,548 which auth. a new AM B/C station) for extension of completion date from 11-10-65 to 5-10-66. Atty: Lauren Colby	GRANTED	11-17-65
BAP-723 R & F (Form 316) AMENDMENT R & F	11-22-65 11-29-65 3-1-66 3-2-66	Voluntary assignment of construction permit to MAXIMUM POWER RADIO, INC. Atty - Lauren Colby AMENDED to make chgs in stockholders and stockholdings	GRANTED EFF:	3-22-66 5-2-66
BL-11,322 Rec'd Filed Amended R.&F. PTA: 5-25-66	4/26/66 4/27/66 4/27/66 5-16-66 5-17-66	Lic. to cover CP (BP-15,548 as mod.) which auth. a new standard broadcast station. Atty: Lauren Colby Amended to chg. name re BAP gr. 3 22 -66 to MAXIMUM POWER RADIO, INC.	GRANTED	12-2-66

FORM BC-121 #3
Aug. 1955

APPLICATION RECORD - BROADCASTING

(1070kc)

Call
Letters **W H Y Z**

E. S. LOWE MEDIA, INC.

Name **X MAXIMUM POWER RADIO, INC.**

Greenville, South Carolina

File No.	Dated	Application for	Action	
			Nature	Date
BAL-6185 R & F OCT 9 1967	10-2-67 10-3-67	Voluntary assignment of license to E.S. LOWE MEDIA, INC. REQUEST WAIVER SECTION 1.597 Atty - McKenna & Wilkinson	GRANTED EFF	11-29-67 12-14-67
PP-18,606 R&F #530940 \$30	7-23-69 7-24-69 7-24-69	CP to install new transmitter (Gates BC-1E) at main trans. location, on 1070kc, 500w, for auxiliary purposes only.	GRANTED	8-8-69
BR-4576 R & F #538611 \$75. P.N. filed PRESS SEP 9 1969	8-14-69 8-28-69 8-28-69 8-28-69	Renewal of license Atty-McKenna & Wilkinson (James R. Cooke)	GRANTED	9-30-70

APPLICATION RECORD - BROADCASTING

1070kc

WHYZ, INC.

xJOHN H. FLEET, PERMANENT RECEIVER
xMEDIA, INC.

Call
Letters W H Y Z

Name xE. S. LOWE MEDIA, INC.
GREENVILLE, SOUTH CAROLINA

File No.	Dated	Application for	Action	
			Nature	Date
BML-2311 R & F #581311 \$30	2-10-70 2-27-70 2-27-70 3	Mod. of license to change the name to MEDIA, INC. Atty: John L. Tierney (McKenna & Wilkinson)	GRANTED Not issued. To be issued with renewal.	3-18-70
BL-12,628 R & F #582818 \$30. SEP 2 1970 PRESS	2-17-70 3-6-70 3-6-70 3-12-70	License to cover (BP-18606) for Auxiliary Transmitter. Atty: John L. Tierney (McKenna & Wilkinson)	GRANTED	9-30-70
HAPL-392 R & F FEE PD: \$30 (Form 316)	2-12-70 3-13-70 -#584878 MAR 27 1970	Involuntary assignment of license and CP (BP-18606) ^{auxtrans} to JOHN H. FLEET, TEMPORARY RECEIVER AMENDED 3-30-70 - Court Order change assignee to JOHN H. FLEET, Permanent Receiver Atty - McKenna & Wilkinson	GRANTED	8-30-70
HAPL-395 R & F FEE PD: \$105 (remotes included) Pop. notice filed	5-11-70 5-14-70 -#601950 6-23-70 JUN 2 1970	Voluntary assignment of license and CP (BP-18606) WHYZ, INC. Atty - Dow, Lohnes & Albertson (SEE OVER)	GRANTED EFF:	9-30-70 10-16-70

FE: BAPI-394 - Atty was called 6-1-70 re Table I, II,
Par. 19, Sec. II - information incamp re Somers

Ltr from atty filed 9-30-70 re comm. practices
AMENDED 10-12-70 - re comm. practices (above verified)

APPLICATION RECORD - BROADCASTING

1070 kc

Call
Letters W H Y Z

Name WHYZ, INC.
GREENVILLE, SOUTH CAROLINA

File No.	Dated	Application for	Action	
			Nature	Date
BR-4576	9-1-72	RENEWAL OF LICENSE (MAIN & AUX. TRANS.)	GRANTED	5-25-79
Rcd.	9-5-72	Suzanne Meyer, Atty. (Dow, Albertson)	issued with BZ-780807AB	
FILED	9-12-72	AMENDED 10-20-72 re: engineering statement		
PN Rcd.		AMENDED 11-10-72 re: engineering progress		
PRESS		AMENDED 11-17-72 re: programming		
OCT 10 1972		SUPPLEMENTAL APPLICATION filed 8-1-75 as an amendment to pending renewal. P.N. 8-1-75		SEP 18 1975
		SUPPLEMENTAL APPLICATION filed 8-1-78 as an amendment to pending renewal application. (Main & Auxiliary) Daniel M. Redmond, Atty. (BR780801VS)		AUG 14 1978
BZ-780807AB		Direct Measurement	GRANTED	8-10-79
R & F	8-7-78	Atty: Daniel M. Redmond (Dow, Lohnes & Albertson)	issued with RENEWAL	
DM	5-4-79			
PRESS				
JUL 20 1979				

About the History Cards ...

History Cards were first used by the Department of Commerce to keep track of applications filed by, and changes to, the earliest AM broadcast stations in the early 1920s. The records were subsequently transferred to the Federal Radio Commission in 1927, and after that to the Federal Communications Commission when that agency was created in 1934. These cards gradually grew into a large card file. History Cards remained in use until the creation of the first computerized database in 1980 to track broadcast applications, the Broadcast Application Processing System (BAPS). However, the Commission did not transfer the data from the History Cards to the new system. Instead, it retained the History Cards in their original form – 3" by 5" filing cards – for reference.

In 1999, the Commission moved to a new location (445 12th Street SW), and also at that time created the successor database to BAPS, the Consolidated DataBase System (CDBS). The History Cards were transferred to microfiche by a contractor (only a few sets of microfiche exist), and the original paper cards were destroyed. The History Cards were stored on the microfiche as negative images, like those you see above. Generally, they have been left as negatives as those are often easier to read.

History Cards contain very brief entries and notes about station facilities, applications, and ownership. They are not, and never were intended to be, a comprehensive record of a station's operations. Nevertheless, they can be useful to help determine, for example, when a station first went on the air and its call letters at that time. History Card comments were generally typed onto the cards, and thus some records will show more faintly or with more smudging than others, depending on the quality of typewriter and ribbon then used. Occasional handwritten comments, corrections, and strikeouts may also be found. Cards may be incomplete, missing, or occasionally out of sequence.

The History Cards are presented here as they were copied to microfiche, to preserve this record for public use, and with the hope that they will be of value to future researchers of radio station history.

